

To: Kim, Aaron J., Impellizzeri, Bernadette F., Smith, Clyde E., Colon, Johnathan, Meeker, Michael W., Perez, A H., Lantigua, Hamilton, Backer, R T., Thompson, Lydell, Finkelstein, Alvin, Heller, Edmund G., Polanco, Fernando A., Morris, Nicole A., Marsh, Christopher J., Battaglione, Oliver R., Reidy, Gerald J., Lustig, Charlotte E., Imbriano, Michael A., Roseto, Joan M., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Mccarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleerdin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Hasni, Amin S., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Fazio, Ronald A., Cruz, Harvey, Reilly, John F., Maisonave, Devora, Vora, Manish, Lesler, Kevin A., Milillo, Michael, Cabrera, Hector, Watson, Jeffrey K., Mcnish, John J., Hopkins, Holly J., Ferrick, Nikki L.

From: Orourke, Rory

Posted: 4/22/98 8:34

Opened: 4/22/98 8:56

Subject: Opportunity

M-1

To: All selling reps

We have a great opportunity to sell expensive merchandisers to low volume accounts.

Since all of our fixtures are now available in gray, we have a few almond fixtures available that will be destroyed if we do not use them. Rather than destroy these units, you can now make them available to your lower volume accounts to assist them in building their business. Use this as a tool to gain additional: exposure, displays and presence. When these are gone, we will not longer be able to make these units available except to high volume partners.

Use the attached order form to order these merchandisers, an do it fast. We need to order them within the next two weeks or we can, "kiss them goodbye."

Send these orders to Phyllis's mail box as usual.

Rory

CC: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Lanny, Mallardi, J, Groll, A P., Perez, F J., McHugh, Michael, Maney, F, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Floyd, Phyllis, Young, Mark, Klein, John F., Alese, Louann F., Reuter, Diane E.
DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US

51851 5463

Rep Name:	Enter your name here	You may only fill in information in the light blue boxes	
Account #:	Enter your account # here	Ship to:	Memo to:
Division:	Enter your division here	ROU:	Enter your address here
Date:	Enter the date here	Division:	
SIS:	Enter the SIS here	Store:	
Acct. Name:	Enter the account name here	Employee home:	
Address:	Enter the address here		

is the total cost of this order	Revised: 3/20/98
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Use blank areas to fill in items not listed on form				Order #:		
Item #	Qty	A P D (Adjustable Pole Display)	SKU	Total Units	Unit Cost	Cost
526730		APD - 1 NON illuminated	1		\$36.55	
526742		APD - 2 NON illuminated	1		\$45.15	

51851 5464